



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

January 22, 2018

Tony Herber
Agent
The Clorox Company
c/o PS&RC; P.O. Box 493
Pleasanton, CA 94566-0803

Subject: Notification per PRN 98-10 – Revisions to Marketing Claims and Minor Formatting Changes
Product Name: TILEX
EPA Registration Number: 5813-24
Application Date: December 14, 2017
Decision Number: 536876

Dear Mr. Herber:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Antimicrobials Division (AD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “Notification” and will be placed in our records.

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Compliance.

If you have any questions, you may contact Melanie Bolden at (703) 347-0165 or via email at Bolden.Melanie@epa.gov.

Sincerely,

A handwritten signature in blue ink that reads "Wanda G. Fuller, for".

Demson Fuller, Product Manager 32
Regulatory Management Branch II
Antimicrobials Division (7510P)
Office of Pesticide Programs

Label identification

Tilex, EPA Reg. No. 5813-24

R1239360

13:50 12/11/17

Formatting notes

Applicable for all claims

Now[!] -and/or- New[!] -and/&/or- Improved[!] to be used as a claim descriptor only for the first 6 months of product on shelf

Bold, italicized text is information for the reader and is not part of the label.

[Bracketed information is optional text.]

All footnotes are on the last page, unless they are part of EPA's mandated text.

The word "and" may be substituted with "&". **Plural words may be used in their singular form or singular words may be used in their plural form unless otherwise specified in 40 CFR.**

All directions may be written in numbered form or in paragraph form.

Optional text may be placed anywhere on the label/container.

All use surfaces on the label may be listed in conjunction with an image of the use surface.

Highlighted text is new. Strike-through ~~(text)~~ means removed.

Tilex®

KEEP OUT OF REACH OF CHILDREN.

WARNING: EYE IRRITANT. USE ONLY IN WELL VENTILATED AREAS.

SEE BACK LABEL -or- PANEL FOR ADDITIONAL PRECAUTIONARY STATEMENTS.

ACTIVE INGREDIENT:	
Sodium Hypochlorite	2.40%
OTHER INGREDIENTS:	97.60%
TOTAL:	100.00%

[(Yields 2.28% available chlorine)]

[NET] [WT] _____

Contains No Phosphorus~~[.]~~

NOTIFICATION

5813-24

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

01/22/2018

PRECAUTIONARY STATEMENTS: HAZARDS TO HUMANS AND DOMESTIC ANIMALS.

WARNING: Causes substantial but temporary eye injury and may irritate skin. Vapors may irritate. Do not get in eyes, on skin or on clothing. Wear protective eyewear [such as goggles or safety glasses]. Avoid prolonged breathing of vapors. Use only in well ventilated areas. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. Remove and wash contaminated clothing before reuse. For sensitive skin or prolonged use, wear rubber gloves. Due to irritating nature, may be harmful if swallowed. **(This following statement will appear in color):** **Not recommended for use by persons with heart conditions or chronic respiratory problems such as asthma, emphysema or obstructive lung disease.**

FIRST AID:

IF IN EYES: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. **IF ON SKIN OR CLOTHING:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. **IF INHALED:** Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth if possible. **IF SWALLOWED:** Call a poison control center or doctor immediately for treatment advice. Have person sip a glassful of water if able to swallow. Do not induce vomiting unless told to do so by a poison control center or doctor. Do not give anything by mouth to an unconscious person. Call a poison control center or doctor for further treatment advice. Have the product container or label with you when calling a poison control center or doctor or going for treatment. Emergency [Medical] Information -or- Poison Control Center: 1-800-446-1014.

PHYSICAL AND CHEMICAL HAZARDS: This product contains bleach. Do not use or mix this product with other household chemicals, such as products containing ammonia, toilet bowl cleaners, rust removers, vinegar or acid. To do so will release hazardous gases.

Residential/Household uses (16 fl oz, 32 fl oz RTU spray)

STORAGE AND DISPOSAL:

Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration. Do not reuse or refill except as described in the directions for use. Refill only with this product. [Please] recycle empty container or discard in trash.

Residential/Household uses (64 fl oz direct application/dilutable non-spray)

STORAGE AND DISPOSAL:

Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration. In case of spill, flood areas with large quantities of water. Product or rinsates that cannot be used should be diluted with water before disposal in a sanitary sewer. Nonrefillable container. Do not refill or reuse this container. [Please] recycle empty container or discard in trash.

Professional/Institutional uses (32 fl oz RTU spray)

STORAGE AND DISPOSAL:

Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration. Do not reuse or refill except as described in the directions for use. Refill only with this product. [Please] recycle empty container or discard in trash.

Professional/Institutional uses (64 fl oz, 128 fl oz direct application/dilutable non-spray)

STORAGE AND DISPOSAL:

Store this product in a cool [dry] area, [away from direct sunlight and heat] to avoid deterioration. In case of spill, flood areas with large quantities of water. Product or rinsates that cannot be used should be diluted with water before disposal in a sanitary sewer. Nonrefillable container. Do not refill or reuse this container. [Triple rinse promptly, then] [please] recycle empty container or discard in trash.

[Best If Used By Date Below:]
EPA Reg. No. 5813-24

EPA Est. No. 5813-CA-3 (A8 or H8), CA-6 (TPP), GA-1 (A4),
GA-2 (VG), IL-2 (VF); 71106-GA-2 (E8); 71681-IL-1 (03), IL-2 (24)
Beginning of batch code indicates Est. No.

For Puerto Rico only: EPA Est. No. 5813-PR-1

U.S. Patent[s] [Pending] _____



[[Use your phone to] go here -and/or- scan
[[the] tag -or- [this] code] to learn -or- get -or-
see [more] uses -or- information [on how-to-
use **This Product**] -or- [how-to] tips -or- [how-
to [-use]] videos] [(Data rates may apply)]

Questions[?] [or] comments[?]: [Call toll free] 1-800-227-1860
(in the US) -or- (787) 641-4943 (in Puerto Rico)
[or visit www.tilex.com].

For more product ingredient information, visit
www.IngredientsInside.com.

**At Clorox we pride ourselves on making consistent quality products
[for over -or- more than 100 -or- insert number years], and we are
dedicated to ensuring your total satisfaction with our product.**

[Commercial Solutions is a registered trademark of The Clorox
Company -or- Clorox Professional Products Company.] Tilex is -or-
Clorox a registered trademark of The Clorox Company.

© YYYY Mfd. for The Clorox Company
1221 Broadway, Oakland, CA 94612

[and Dist. by & © XXXX Clorox Commercial Company,
[Ave. Chardon, #350, Torre Chardon, Suite 320,]
[San Juan, PR 00918].

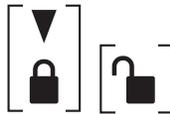
(bracketed text for Puerto Rico only)

Made in [the] USA [of global components -and/or- ingredients.] -or-
Made in Puerto Rico [of global components -and/or- ingredients.]

Optional Packaging Recycling Logos



Optional Graphics



More Savings [!],[.] Less Waste [!] -or- More Savings [!]*

Packaging Related Statements and Icons

[Padlock icon unlocked and locked (on bottle shrink) with corresponding arrow (molded into trigger)]

[Refill only with this product] [[Easy] Refill Instructions on Back]

Alternate for Refill Bottle: To Refill [Spray Bottles]:

[Remove]

1. Remove trigger sprayer -or- cap [from empty bottle]

[Pour]

2. Unscrew cap on refill and pour contents directly into empty bottle.

[Use]

3. Replace trigger sprayer [and use as you normally would].

-or-

[Remove trigger sprayer from empty bottle,] unscrew cap and transfer your trigger to this bottle.

Trigger options:

For foaming trigger: Rotate nozzle to foam -or- ON. -or- **To foam:**

Close screen on nozzle, or to spray, open screen on nozzle.

To spray every drop: Tilt bottle at a downward angle while spraying.

To refill: Turn trigger on spray bottle [1/4 turn] counterclockwise [and pull upwards] to remove. [After refilling spray bottle,] Replace trigger by aligning [red tip] tube on trigger with [opening] [tube] inside bottle [while pushing down] [-and/or- push [sprayer] [straight] down [until it clicks] [-and/or- locks into place]].

-or-

To refill: Twist trigger [on spray bottle] [1/4 turn] [counterclockwise] [and pull up -or- upward[s]] to remove. [Fill spray bottle with refill solution.] [After refilling spray bottle,] [to replace trigger,] Align [red tip] tube on trigger [head] over [small] opening -or- tube [on] [the] inside [of the bottle]. [[Note that] trigger [head] should point in [the] same direction as [the] tube [running] on the outer edge of the bottle.] Press [straight] down on the trigger [head], [applying even pressure] [until it clicks -and/or- locks] [into place].

- When almost empty, -or- To spray every drop[,] [:] tilt bottle downward -or- at a downward angle [while spraying].
- [To foam (close screen on nozzle) or spray (open screen on nozzle)].
- To Foam -or- To Spray: Turn -or- Rotate nozzle to foam -or- ON.

-or-

• [[Easy] Refill [Instructions on [the] Back]]

• Twist off, Refill. Align Tip to Tube. Push, Snap to Close.

-or-



Twist off, Refill Align Tip to Tube Push, Snap to Close

The above graphic is optional

[Refill only with this product]

Alternate for Refill Bottle:

To Refill [Spray Bottles]:

Remove

1. Remove trigger sprayer -or- cap from empty bottle.

Pour

2. Unscrew cap on refill and pour contents directly into empty bottle.

Use

3. Replace trigger sprayer and use as you normally would.

-or-

[Remove trigger sprayer from empty bottle,]
unscrew cap and transfer your trigger to this bottle.



DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

AVOID PROLONGED BREATHING OF VAPOR

Use in well ventilated areas. Open windows and turn on fans before use. If the vapors bother you, leave the room while this product is working. For sensitive skin or prolonged use, wear gloves. **The following statement is optional but should be used if we are selling one or more of these names.** Do not mix with Tilex® Soap Scum Remover -and/or- Tilex® Soap Scum & Bathroom Cleaner -and/or- Tilex® Bathroom Cleaner -and/or- Clorox Commercial Solutions® Tilex® Soap Scum Remover & Disinfectant.

HOUSEHOLD USE:

For non-foaming trigger

TO REMOVE MILDEW STAINS: Turn sprayer nozzle to SPRAY -or- ON [position]. Spray, wait until stains disappear and rinse. Heavy mildew buildup may require longer contact time, or two cleanings.

For foaming trigger

TO REMOVE MILDEW STAINS: Turn nozzle to FOAM -or- FOAM-SPRAY -or- ON [position] -or- [For tough jobs,] turn nozzle to FOAM-STREAM [position] (**trigger has “foam-stream” and “foam-spray” listed on the nozzle**). Spray 6-8 in[ches] from surface until surface is thoroughly covered. Allow foam to deeply penetrate mildew and problem areas. Wipe with a wet sponge or cloth, and rinse. Heavy mildew buildup may require longer contact time, or two cleanings. If excess foam dries on nozzle, rinse with warm water.

For both the foaming and non-foaming triggers

To Remove Mildew Stains: Spray 6–8 in[ches] from surface until surface is thoroughly covered. Allow foam to deeply penetrate mildew and problem areas. Wipe with a wet sponge or cloth, and rinse. Heavy mildew buildup may require longer contact time, or two cleanings. If excess foam dries on nozzle, rinse with warm water.

TO DISINFECT AND KILL MOLD & MILDEW [AND PREVENT -OR- INHIBIT -OR- CONTROL THE GROWTH] ON HARD, NONPOROUS SURFACES [such as including glazed ceramic tile]: Spray surface until thoroughly wet, let stand 5 min[utes], and rinse. **Optional sentence** This product [also] kills *Salmonella enterica* [(Salmonella)], *Staphylococcus aureus* [(Staph)], *Streptococcus pyogenes* [(Strep)], *Trichophyton mentagrophytes* [(Trichophyton) -and/or- (Athlete’s Foot Fungus)] and *Aspergillus niger* [(Aspergillus)].

TO KILL MOLD & MILDEW ON HARD, POROUS SURFACES such as grout and cement: Spray surface until thoroughly wet, let stand 10 min[utes], and rinse. [Repeat application.]

TO CLEAN SOAP SCUM: Spray, wait a few min[utes], wipe with sponge. Heavy soap scum or mildew buildup may need two cleanings. This product may not be able to remove soap scum and mildew embedded in hard water deposits, old grout or silicone caulking. **FOR SOAP SCUM PROBLEMS:** Use Tilex® Soap Scum Remover or Tilex® Soap Scum and Bathroom Cleaner or Tilex® Bathroom Cleaner -and/or- Clorox® Plus Tilex® Bathroom Cleaner.

Rinse immediately after use on rubber, plastic and vinyl. Avoid prolonged contact with metal and old porcelain as this product can react with these materials and leave a “rusty” stain. Do not use on wood or painted surfaces [unless you plan to refinish or repaint them]. [This product may not be able to remove mildew embedded in hard water deposits, old grout or silicone caulking.] [Avoid contact with aluminum, clothes, fabric, carpet or paper surfaces as they will discolor.]

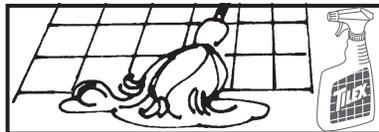
[BIG JOBS: Tilex this product can effectively clean many household surfaces. For convenience, use the turret top or refill your Tilex this product sprayer bottle.]

Where to Use



TO CLEAN AND DISINFECT TOILET BOWLS:

Flush toilet and add 1 cup Tilex this product to bowl. Brush to thoroughly wet all surfaces including under rim. Let stand 5 min[utes] before flushing.



FLOORS:

Mop washable floors including no-wax floors, linoleum, vinyl and ceramic tile with 1 cup Tilex this product per gallon of warm water. Rinse for best shine.



TO CLEAN CEMENT POOL AREAS:

Apply liberally (full strength) and rinse. **VINYL AND PLASTIC OUTDOOR FURNITURE:** Sponge on full strength and rinse immediately.

Pesticidal Claims

- All in one cleaner, disinfectant[,] [and -or- &] mold remover -or- killer
- All in one cleaner, disinfectant, [,] [and -or- &] mold growth inhibitor -or- blocker -or- eliminator
- All in one cleaner, disinfectant, [mold] [and] [remover -or- killer and] growth inhibitor -or- blocker -or- eliminator.
- All in one cleaner, disinfectant & -or- and mold remover -or- killer -or- eliminator
- Cleans, removes -or- kills -or- treats -or- fights and blocks -or- prevents -or- inhibits -or- eliminates mold & mildew [growth]
- Cleans, removes -or- kills -or- treats -or- fights -or- eliminates & prevents -or- inhibits -or- blocks mold [growth] [while it cleans] [at the same time]
- Cleans -or- removes and kills -or- treats -or- fights -or- eliminates mold [while it cleans] [at the same time]
- Combines cleaners and bleach to clean and kill -or- remove -or- fight -or- treat mold
- Destroys mold and mildew in [just] 5 min[utes]
- Destroys mold, mildew and bacteria [in just 5 min[utes]]
- Disinfects [as it cleans big jobs]
- Disinfects as it kills destroys -or- eliminates -or- wipes out -or- removes mildew
- Disinfects as it kills [destroys] [eliminates] common household mold, mildew and bacteria
- Disinfects with bleach
- Each use -or- application lasts for 1 week³ -or- 7 days³ -or- for as long as -or- up to 1 week³ -or- 7 days³
- Each use -or- application lasts for as long as -or- up to 4 weeks³ -or- 3 weeks³ -or- 2 weeks³ -or- 1 week³ -or- 7 days³
- Easily removes mildew, mold and bacteria from grout and also quickly destroys and kills them in hard-to-clean areas such as caulking, corners and crevices, without scrubbing
- Easily removes tough mildew and mold from grout
- Effective against [2009] H1N1 [Flu Virus]
- Eliminates mold and mildew in [just] 5 min[utes]
- Eliminates mold, mildew and bacteria [in just 5 min[utes]]
- Even mold isn't too tough for ~~Filex~~ **this product** -or- **insert alternate brand name here!**
- Get rid of mold
- Got Mold? Kill Destroy -or- Eliminate -or- Wipe out -or- Remove it with ~~Filex~~ **this product** -or- **insert alternate brand name!**
- Keeps mold [& mildew] from growing for 1 week³ -or- 7 days³ -or- for up to -or- as long as 1 week³ -or- 7 days³
- Keeps mold [& mildew] from growing for up to -or- as long as 4 weeks³ -or- 3 weeks³ -or- 2 weeks³ -or- 1 week³ -or- 7 days³
- Keeps mold from reappearing -or- re-growing³
- Kills 99.9% of mold & mildew and keeps -or- prevents it -or- growth from coming back [for 1 week³ -or- 7 days³] -or- [up to -or- as long as 1 week³ -or- 7 days].³
- Kills 99.9% of mold & mildew [and keeps -or- prevents it -or- growth from coming back for up to -or- as long as 4 weeks³ -or- 3 weeks³ -or- 2 weeks³ -or- 1 week³ -or- 7 days³.]
- Kills [99.9%] of germs⁴
- Kills CA-MRSA
- Kill, clean and block mold and mildew [growth] [with one cleaner].
- Kill, clean and eliminate mold and mildew [growth] [with one cleaner].
- Kill, clean and inhibit mold and mildew [growth] [with one cleaner].
- Kill, clean and prevent -or- inhibit mold and mildew [growth] [with one cleaner].
- Kills [2009] H1N1 [Flu Virus]
- Kills [99.9%] of Germs⁴ including [2009] H1N1 [Flu Virus]
- Kills Destroys -or- Eliminates -or- Wipes out -or- Removes mold, mildew and bacteria as it cleans
- Kills Destroys -or- Eliminates -or- Wipes out -or- Removes visible mold
- Kills Destroys -or- Eliminates 99.9% of household molds
- Kills Destroys -or- Eliminates 99.9% of household mold[s] and mildew [in just 5 min[utes]]
- Kills Destroys -or- Eliminates and removes mold and mildew
- Kills Destroys -or- Eliminates mildew without scrubbing
- Kills Destroys -or- Eliminates mold and mildew
- Kills Destroys -or- Eliminates tough mildew without scrubbing
- Kills Destroys -or- Eliminates tough mold and mildew without scrubbing
- Kills Germs -and/or- Flu Virus⁷ [including [2009] H1N1]
- Kills mold and mildew in [just] 5 min[utes]
- Kills mold, mildew and bacteria [in just 5 min[utes]]
- Kills most common household molds
- Kills -or- Destroys -or- Eliminates} tough mold, mildew and bacteria in just 5 min[utes]
- Kills -or- Eliminates and destroys mold and mildew
- Kills -or- eliminates -or- destroys [99.9% of] flu virus⁷
- Kills the mold [& -or- and mildew] you see and even what you don't -or- that you don't
- Lifts off and cleans soap scum to penetrate, kill and destroy mold, mildew and bacteria
- Mold is alive. Kill Destroy -or- Eliminate -or- Wipe out -or- Remove it with ~~Filex~~ **this product** -or- **insert alternate brand name!**
- Mold Killert†
- Mold killer & [growth] inhibitor -or- blocker -or- preventer³
- Not only destroys mold and mildew, but also destroys and removes the mold spores
- [One -or- 1 week -or- Seven -or- 7 days] -or- [Up to -or- As long as 1 week -or- 7 days] mold [& -or- and mildew] [growth] prevention³ -or- 1 week -or- 7 days of mold [& -or- and mildew] [growth] prevention³
- Not only eliminates mold and mildew, but also destroys and removes the mold spores
- Not only kills mold and mildew, but also destroys and removes the mold spores
- Penetrates to eliminate and destroy tough mold, mildew and bacteria at its source
- Penetrates to kill and destroy tough mold, mildew and bacteria at its source
- Prevents mold [& mildew] [growth] from resurfacing³
- Proven to kill most common household molds!
- Spray -or- Use weekly to help keep mold [~~&~~ -and/or- mildew] away³
- The right combination of cleaners and bleach to clean and kill -or- remove -or- fight -or- treat mold
- The right combination of cleaners and bleach to kill and prevent mold [growth]
- Proven to kill most common household molds!

- This product kills Staphylococcus aureus [(Staph)], Streptococcus pyogenes [(Strep)], †Trichophyton mentagrophytes [(Trichophyton -and/or- Athlete's Foot Fungus)], †Aspergillus niger [(Aspergillus -and/or- mildew)], †Aspergillus brasiliensis [(Aspergillus -and/or- mildew)], Salmonella enterica⁹ [(Salmonella)], Pseudomonas aeruginosa [(Pseudomonas)], †Penicillium chrysogenum [(Penicillium)], †Alternaria alternata, †Cladosporium herbarum, †Mucor bainieri, Community Associated Methicillin resistant Staphylococcus aureus [(CA-MRSA)], Escherichia coli O157:H7 [(E. coli)], ESBL (Extended Spectrum Beta Lactamase) producing Escherichia coli [(ESBL producing E. coli)], Influenza A virus
- ~~Tilex~~ This product -or- **insert alternate brand name** doesn't just clean [the] stains, it kills destroys -or- eliminates -or- wipes out -or- removes [the] mold!
- Up to -or- as long as one -or- 1 week³ -or- 7 days³ mold [& -or- and mildew] [growth] prevention³ -or- Up to one -or- 1 week³ -or- 7 days³ of mold [& -or- and mildew] [growth] prevention³
- Up to -or- as long as 4 weeks³ -or- 3 weeks³ -or- 2 weeks³ -or- 1 week³ -or- 7 days³ mold [& -or- and mildew] [growth] prevention³ -or- Up to 4 weeks³ -or- 3 weeks³ -or- 2 weeks³ -or- 1 week³ -or- 7 days³ of mold [& -or- and mildew] [growth] prevention³
- Use regularly to eliminate -or- prevent traces of mold [& mildew] [growth]³
- Use this product weekly to kill -or- fight mold before it stains³
- Use weekly to block -or- prevent -or- inhibit -or- eliminate mold [& -or- and mildew] [growth]³
- Works [Kills mold] on all [hard, porous and nonporous] bathroom surfaces
- Your mold [& -or- and mildew] defense.
- You've got mold. Kill Destroy -or- Eliminate -or- Wipe out -or- Remove it with ~~Tilex~~ this product -or- **insert alternate brand name**.

Pandemic 2009 H1N1 Influenza A virus***

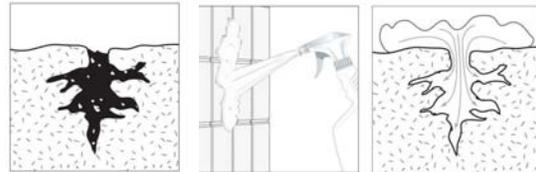
Standard 2009 H1N1 Claims:

- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by influenza A virus. This product -or- ~~(Product Name)~~ is a broad-spectrum hard surface disinfectant that has been shown to be effective against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- This product has demonstrated effectiveness against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 influenza A virus.
- This product has demonstrated effectiveness against influenza A virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus (formerly called swine flu).
- Kills Pandemic 2009 H1N1 influenza A virus.

*** per Agency guidance dated October 22, 2009 "Guidance for Testing and Labeling Claims against Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu)" www.epa.gov/oppad001/h1n1-guide.html

For use with Formulas ~~A07, A09, A12, A13, A15, A17 and A19~~ and foaming trigger

- Attacks mildew at its roots
- Gets into and eliminates mildew even in hard to clean places – without scrubbing
- Kills mold and mildew at its roots
- Kills mold and mildew in hard to clean areas {and/or- places} [such as including caulking, corners, crevices, cracks]
- Penetrates to kill and destroy tough mold, mildew and bacteria at its source
- Penetrates to kill mildew in hard to clean places
- [Seeks out and] kills mildew at its roots
- This product has a penetrating foam that seeks out and kills mildew even in tile grout, caulking and corners
- With †Deep -and/or- Penetrating Foam



Organism Table	
Bacteria	ATCC and/or Strain
Pseudomonas aeruginosa [(Pseudomonas)]	[ATCC 15442]
Staphylococcus aureus [(Staph)]	[ATCC 6538]
Salmonella enterica ^{††} [(Salmonella)] ^[9]	[ATCC 10708]
Community associated Methicillin resistant Staphylococcus aureus [(CA-MRSA)]	[NARSA NRS123 Genotype USA400]
Community associated Methicillin resistant Staphylococcus aureus [(CA-MRSA)]	[NARSA NRS384 Genotype USA300]
Escherichia coli O157:H7 [(E.coli)]	[ATCC 35150]
Extended Spectrum Beta Lactamase (ESBL) producing Escherichia coli [(ESBL producing E.coli)]	[ATCC BAA-196]
Streptococcus pyogenes [(Strep)]	[ATCC 9342]
Fungi	ATCC and/or Strain
Aspergillus niger [(mildew)]	[ATCC 6275]
†Trichophyton mentagrophytes [(Athlete's Foot Fungus)]	[ATCC 9533]
†Alternaria alternata	[ATCC 6663]
†Aspergillus brasiliensis ^[10] [(mildew)]	[ATCC 16404]
†Cladosporium herbarum	[ATCC 28987]
†Mucor bainieri	[ATCC 42642]
†Penicillium chrysogenum [(Penicillium)]	[ATCC 10106]
Virus Enveloped	ATCC and/or Strain
‡Influenza A virus	[ATCC VR-544]
Fungistat	ATCC and/or Strain
Aspergillus niger	[ATCC 6275]

Cleaning/Miscellaneous Claims

- 2-in-1 trigger [option]
- [40 **[fl]** oz] [44 **[fl]** oz] for the 32 **[fl]** oz price!
- All-Spray -or- Easy Spray -or- Empt-Ease -or- Reliaspray -or- Spray-All [Bottle] ~~[-and/or- Technology]~~
- Attacking Foam
- Attacks grime [and stains⁸]
- [Be] ~~[-or- Get]~~ Refill SmartTM [®] [!]
- Bleaches away stains
- Brilliantly cleans ~~[-and/or- whitens [tile, grout[,] [and] surfaces] before your eyes[!]~~
- Brilliantly whitens [tile, grout[,] [and] surfaces] for an intense clean[!]
- Check out the new price!
- Cheaper than {two} ~~[-or- 2]~~ 32 **[fl]** oz trigger[s] [sprays]*
- Choose Foam or Spray
- Cleans and Shines
- Cleans with **[out]** -or- no scrubbing
- Clinging Foam
- Commercial solutions
- Contains bleach
- Cuts through -and/or- [starts to] dissolve[s] soap scum [on bathroom surfaces]
- [Deep] Penetrating Foam
- Deep -or- Penetrating Foam clings to mildew stains
- Deep -or- Penetrating Foam provides [great] control to reach mildew stains even in cracks -and/or- crevices -and/or- corners
- Dissolves[s] soap scum -and/or- [other] tough [bathroom] soils -and/or- stains
- ~~Dual Action Trigger~~
- Dual Action Trigger **[provides spray and foam options -or- settings]**
- Dual Action Trigger provides spray for [broad] coverage and foam for control
- Easy Drop Delivery -and/or- Refill
- Economy size
- [Economy -or- Convenient] refill
- Extreme Foam
- Fast acting cleaning -or- whitening -or- bleaching foam
- Fast acting foam penetrates and lifts dirt & grime
- Fast acting foam [starts to clean] [starts cleaning] [on contact]
- Fills -or- equal to {two} ~~[-or- 2]~~ 32 **[fl]** oz trigger[s] [sprays]^u
- [Foam] attacks [mildew stains] deep down
- Foam holds -or- stays [long(er)] on tough mildew stains
- [Foam] penetrates soap scum -or- grime [and bleaches away stains]
- Foam Sticks to Mildew Stain[s]
- Foam option -or- setting
- Foam or spray
- Foaming action attacks [mildew stains] deep down [for a powerful clean]
- Foaming Action for a Powerful Clean
- Foaming action with bleach
- Foaming bleach action removes tough mold & mildew stains
- Foaming bleach action removes tough mold -and/or- mildew stains
- Foaming Bleach Action, Scrub Less⁸
- Foaming trigger [option -or- setting] for a deep clean
- Foaming trigger for control
- **For** bathrooms, sinks and faucets and floor areas
- Great for outdoor [and indoor] cleaning
- Just spray and wipe; no scrubbing required!
- Last Drop Access
- Lavender ~~[Scent -or- fragrance] -and/or- Meadow [Fresh] [scent -or- fragrance] -and/or- Floral [scent -or- fragrance] -and/or- Spring [Mint -or- Mist] Lemon -and/or- Citrus [Fresh] [scent -or- fragrance] -and/or- [Fresh] Mint Refreshing -and/or- Breeze -and/or- Fresh -and/or- Light -and/or- Rain Clean [scent -or- fragrance]~~
- Learn more at {Tilex.com} ~~[-and/or- CleanFreak.com] ~~[-and/or- proudtobeacleanfreak.com] ~~[-and/or- friendsofclean.com] ~~[-and/or- proudtoclean.com]~~~~~~~~
- [Leaves -or- Has] a [new] [pleasing -or- pleasant -and/or- refreshing -or- fresh -and/or- light] scent -or- [Now] with a [new] [pleasing -or- pleasant -and/or- refreshing -and/or- fresh -or- light] scent
- ~~Lemon Fresh Fragrance~~
- ~~[scent -or- fragrance]~~
- Leaves no residue
- Low price [compared to our previous 32 **[fl]** oz price]!
- Makes scrubbing [virtually] obsolete!
- Mama's got the magic of CloroxTM
- More Savings, Less Waste[!]⁶
- New -and/or- [Improved] Thicker Foam
- No Waste -or- Wasteless Bottle
- Not just for deep cleaning; for [the] everyday [use]
- Original [Scent]
- Powerful clean with less scrubbing⁸
- Powerful Cleaning Foam
- Powerful foaming action to clean
- ~~[scent -or- fragrance -or- Breeze scent -or- Breeze fragrance [scent -or- fragrance]] -or- Breeze Fresh [scent -or- fragrance] -or- Fresh -or- [scent -or- fragrance] [scent -or- fragrance]~~
- Sudsing -or- foaming action
- [Now] available in [this -or- a] convenient refill so you can reuse your trigger
- [Over] **insert** % more for the same price [as the 32 **[fl]** oz]
- Penetrating Foam
- Penetrating foam works -or- cleans -or- bleaches on contact
- Plus [with] Clorox[®] Bleach
- Powers through soap scum -and/or- grime[!]
- Safe to -or- for use on **insert surface material(s) from Table 2**
- [Same] Great -or- Powerful [Bathroom] Cleaner
- Same [great] ~~Tilex this product~~] performance, **insert** % lower price [compared to our previous price]!
- Same [great] ~~Tilex this product~~] performance, now **insert** % cheaper [compared to our previous price]!
- Same [great] ~~Tilex this product~~] performance, now better value [compared to our previous price]!
- Same **insert ABN** -or- [Great -or- Powerful] [Bathroom] Cleaner

- Saves a shopping trip⁵
- Scrub Less
- See it and believe it
- See the difference [~~Tilex~~ **this product** makes]
- Six -or- 6 month supply[!]⁵
- Thick Foam
- Two ~~-or-~~ **2** Ways to Clean
- Up to [a] 30% [~~discount~~] ~~and/or~~ cheaper] ~~and/or~~ free][!]¹
- [Use as a] multi-surface cleaner
- [Use as a] [Pourable] refill for this product ~~and/or~~ multi-surface cleaner
- ~~[Use as a] [Pourable] refill for this~~
- Use beyond the bathroom for cleaning ~~-or-~~

- Use for cleaning beyond the bathroom
- ~~{Value -and/or- Economy -and/or- Budget}~~ size -or- refill
- ~~{Value -and/or- multi -and/or- twin}~~ pack
- Watch ~~Tilex~~ **this product** clean
- With bleach
- Works **on insert surface(s) from Table 1** -and/or- **surface materials(s) from Table 2**



Packaging Related Claims

- **[fl] oz[.]** = [More than] **[fl] oz[.]** Trigger Bottles
- Align to close
- Better Refill with Smart Tube Technology^ℓ
- Economy **insert size 32 fl oz and less** -and/or- [Size]
- Get -or- Spray Every Drop[!][™][®]
- Medium **insert size 24 fl oz and less** -and/or- [Size]
- Patented design bottle
- Recyclable bottle
- Small **insert size 16 fl oz and less** -and/or- [Size]
- Smart Tube[®][™] Technology

-
- ~~{Peel -or- Pull}~~ [Here] [For] additional instructions -or- ~~Peel for additional~~ directions **[for use]** ~~-or- Peel for additional directions.~~

Table 1 Use Surfaces

basement floors	laminated surfaces	toilets
bathroom surfaces	no-wax floors	under the sink
[bath]tubs	refrigerator seals	vinyl curtains
counters -or- countertops	shower doors	windowsills
faucets	shower doors	

Table 2 Surface Materials

ceramic -or- porcelain tile	glass	resilient flooring
Corian® ^[λ]	[glazed] porcelain ²	stainless steel
cultured marble	grout	[[un]glazed] ceramic tile
fiberglass	laminate	vinyl
finished -or- sealed [hard]wood ^{μμ}	plastic	

Footnotes

- ¹ {when compared to} {**-or-** vs.} 32 [fl] oz Tilex® trigger [spray] in most stores, based on average retail price -and/or- volume
- ² Avoid prolonged contact with porcelain
- ³ Based on lab test[ing]
- ⁴ [This product kills] Staphylococcus aureus [(Staph)], Salmonella enterica, Trichophyton mentagrophytes [(Athlete’s Foot Fungus)] [,Influenza A virus] and **insert organism(s) from Organism Table**
- ⁵ {when compared to} {**-or-** vs.} purchasing one 32 [fl] oz Tilex® trigger spray
- ⁶ 40% -or- ___% less plastic {when compared to} {**-or- than -or-** vs.} {**-or-** in comparison to} two -or- 2 32 [fl] oz -or- 2 ___ [fl] oz Tilex® trigger sprays
- ⁷ Influenza A virus
- ⁸ mold & mildew stains
- ⁹ **tested as Salmonella choleraesuis**
- ¹⁰ **tested as Aspergillus niger**
- ‡ [Viruses]

- *50% less plastic vs. **-or- than** five -or- 5 32 [fl] oz trigger sprays **180 fl oz bottle** -or- 55% less plastic vs. **-or- than** four -or- 4 32 [fl] oz trigger sprays **136 fl oz bottle** -or- 56% less plastic vs. **-or- than** four -or- 4 32 [fl] oz trigger sprays **128 fl oz bottle** -or- 46% less plastic vs. **-or- than** two -or- 2 32 [fl] oz trigger sprays **64 fl oz bottle** -or- 28% less plastic vs. **-or- than** one -or- 1 32 [fl] oz trigger spray **32 fl oz bottle** -or- ___% less plastic vs. **-or- than insert # of bottles** [fl] oz trigger spray[s]
- ^μ of this product
- ^{μμ} Do not allow puddles of product to remain on surface. Do not use on unsealed, unfinished, visibly worn, oiled or waxed wood surfaces. Product can discolor wood surfaces if misused. Test a small area first.
- † **Single dagger symbol will be use before the fungi listed in the claim when the claim “Mold Killer†” is used on the label.**
- ‡ experience compared to historical Clorox Spray packaging
- ^[λ] Corian® is a [registered] trademark of [E. I. du Pont de Nemours and Company] [a subsidiary of] [E. I. du Pont de Nemours and Company] [or one or more of its affiliates].